WHAT IS CLAIMED IS:

1.   An information mediating apparatus for providing
mediation services for the user, comprising:

       a mediating condition storing unit in which
5   mediating condition list data describing specific
mediating conditions necessary for mediation has been
stored; and

       a mediation service processing unit which reads
out the mediating condition list data designated in
10   correspondence to a user request from said mediating
condition storing unit, obtains specific conditions in
said read-out mediating condition list data from
another information storing unit, merges said specific
conditions, searches information which satisfies said
15   merged conditions, and presents said information to the
user.

2.   An apparatus according to claim 1, wherein said
mediation service processing unit comprises:
20   a user interface processing unit which forms
display information such as mediation menu, mediation
result, and the like and presents said display
information to the user; and

       a logic processing unit which reads out said
25   mediating condition list data, notifies a service
providing server group of said read-out data, and forms
mediation result information by matching with service

information.

3.   An apparatus according to claim 1, wherein said
mediation service processing unit designates and reads
5   out specific mediating condition list data by analyzing
an uncertain, rough, and abstract request from the
user.

4.   An apparatus according to claim 1, wherein when an
10   uncertain, rough, and abstract request is received from
the user, said mediation service processing unit
presents a selection menu in which request contents are
divided into items to the user and designates and reads
out the specific mediating condition list data in
15   correspondence to selected menu items.

5.   An apparatus according to claim 1, wherein in the
case where referring conditions of personal information
exist in the read-out mediating condition list data,
20   said mediation service processing unit extracts
corresponding personal information and merges it with
reference to a personal information storing unit.

6.   An apparatus according to claim 1, wherein in the
25   case where referring conditions of personal information
exist in the read-out mediating condition list data,
said mediation service processing unit extracts

corresponding personal information and merges it with
reference to a personal information storing unit, and
in the case where the corresponding personal
information does not exist, said mediation service
5   processing unit requests the user to input the personal
information.

7.   An apparatus according to claim 1, wherein in the
case where inquiring conditions to the user exist in
10   the read-out mediating condition list data, said
mediation service processing unit requests the user to
input personal information.

8.   An apparatus according to claim 1, wherein in the
15   case where inquiring conditions to the user exist in
the read-out mediating condition list data, said
mediation service processing unit merges corresponding
personal information as default values by referring to
a personal information storing unit and, thereafter,
20   requests the user to input the personal information
while presenting said default values.

9.   An apparatus according to claim 1, wherein in the
case where calculating conditions exist in the read-out
25   mediating condition list data, said mediation service
processing unit executes a predetermined calculating
expression on the basis of other mediating conditions

and merges a result of said calculation.

10. An apparatus according to claim 9, wherein said
mediation service processing unit executes a
5 predetermined calculating expression on the basis of
conditions merged by referring to a personal
information storing unit or by inquiring of the user
and merges a result of said calculation into said
calculating conditions.

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11. An apparatus according to any one of claims 5 to
9, wherein in the case where the mediating condition
list data read out from said mediating condition
storing unit has a layer structure, said mediation
15 service processing unit obtains necessary conditions by
sequentially referring to the personal information
storing unit from a predetermined layer, by inquiring
of the user, and/or by performing a calculating process
and merges them.

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12. An apparatus according to claim 1, wherein said
mediation service processing unit forms new mediating
condition list data on the basis of a mediation result
presented to the user and decided and stores it into
25 said mediating condition storing unit.

13. An information mediating method of providing

mediation services for the user, comprising the steps
of:

storing mediating condition list data describing
specific mediating conditions necessary for mediation
5   into a mediating condition storing unit;

reading out the mediating condition list data
designated in correspondence to a user request from
said mediating condition storing unit;

obtaining specific conditions in said read-out
10   mediating condition list data by referring to another
information storing unit, by inquiring of the user,
and/or by performing a calculating process based on
predetermined conditions and merging said specific
conditions; and

15   searching information which satisfies said merged
conditions and presenting said information to the user.

14. A computer-readable storage medium in which an
information mediating program for providing mediation
20   services for the user has been stored, wherein said
information mediating program comprises the steps of:

storing mediating condition list data describing
specific mediating conditions necessary for mediation
into a mediating condition storing unit;

25   reading out the mediating condition list data
designated in correspondence to a user request from
said mediating condition storing unit;

obtaining specific conditions in said read-out
mediating condition list data by referring to another
information storing unit, by inquiring of the user,
and/or by performing a calculating process based on
predetermined conditions and merging said specific
conditions; and

searching information which satisfies said merged
conditions and presenting said information to the user.